

Butler Restoration

Wireframes for Flagship Website

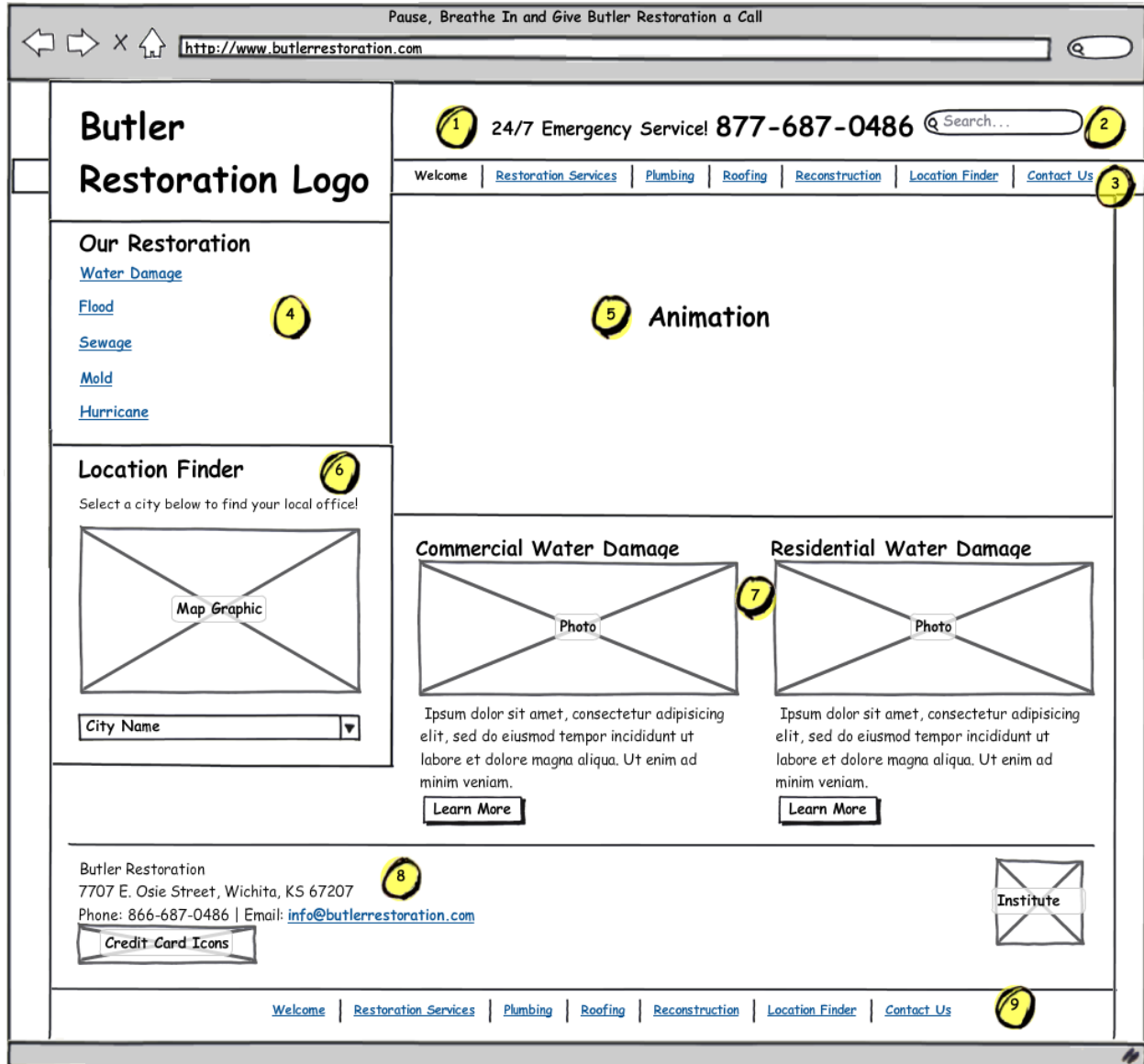
Amber Thomas

8/12/2011

Page Layouts

The website will have two main layouts – a landing page with a large animation, and interior pages with smaller photos in the header. Both layouts will have the logo, phone number and main navigation in the same places for consistency.

Landing Page



Interior Page

We Can Restore Homes and Businesses Damaged By Water

http://www.butlerrestoration.com/disasterrestorationservices

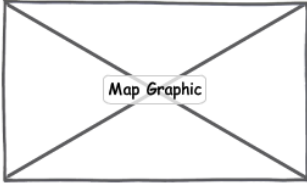
Butler Restoration Logo

24/7 Emergency Service! 877-687-0486

[Welcome](#) | [Restoration Services](#) | [Plumbing](#) | [Roofing](#) | [Reconstruction](#) | [Location Finder](#) | [Contact Us](#)

Our Restoration
[Water Damage](#)
[Flood](#)
[Sewage](#)
[Mold](#)
[Hurricane](#)

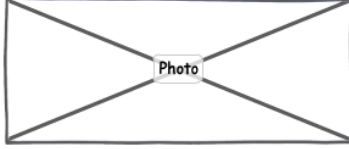
Location Finder
Select a city below to find your local office!



10 **Static Image**

11 **Restoration Services**

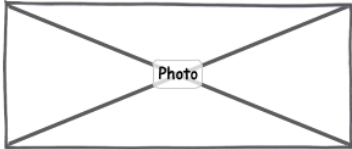
Water Damage
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Commercial Water Damage
 Etiam lectus quam, cursus vel dignissim eget, bibendum quis leo. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Phasellus vehicula vestibulum purus, eu rhoncus massa varius vel.



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12

Residential Water Damage
Pellentesque mattis auctor metus, a sodales elit rhoncus et. Integer at odio quis tellus auctor ullamcorper in id lectus. Cras euismod felis tincidunt diam volutpat a ultricies est convallis. Integer sit amet tellus in tortor molestie malesuada. Etiam ut blandit nulla.





14 [^ Back to Top](#)

13  [Print Version](#)  [Send to Friend](#)

[Sign Up](#) to see what your friends recommend.  [Send to Phone](#)

Butler Restoration
7707 E. Osie Street, Wichita, KS 67207
Phone: 866-687-0486 | Email: info@butlerrestoration.com

[Welcome](#) | [Restoration Services](#) | [Plumbing](#) | [Roofing](#) | [Reconstruction](#) | [Location Finder](#) | [Contact Us](#)

List of Website Features

1. 24/7 Emergency Service text and Phone Number

Since it's important for visitors to know that services are available 24/7, it's recommended that the tagline and main phone number should appear in the header on all pages. Both will appear as text instead of graphics to improve search results.

2. Search Feature

The search feature allows visitors to search all pages on the website (search comes free with all websites, but it can be left off the final website).

3. Main Navigation

The main navigation for the website; it's recommended to have the navigation run across the top of the website instead of the left or right hand side to leave more screen "real estate" available and reduce scrolling.

4. List of Restoration Services

Visitors can click on the links to see the corresponding section on the Restoration Services page. In one set of wireframes, they will be featured in the left sidebar; in the other set they will be featured in a under the landing page animation and in a drop-down menu. Another option would be have the left sidebar menu on all pages except the landing page.

The website will have the smooth scrolling feature similar to the Lund Boats website <http://lundboats.com/> (the effect will work best when visitors click on the links within the Restoration Services page). Visitors may have to scroll more if the final services list will be long.

5. Landing Page Animation

The landing page animation will be focused on Butler Restorations' primary service, residential/commercial water damage restoration. The three main taglines – "We will dispatch a crew right now!", "Water damage only gets worse" and "Pause, Breathe in, Give Us a Call" will be featured with related images.

6. Location Finder

Visitors can choose their city from the drop-down to find contact information for their Butler Restoration office, including a link to the orbital/satellite website:

- If the city has an associated satellite website, then the URL will appear (for example, www.mckinneywaterdamagerestoration.com for McKinney, Texas)
- If the city does not have an associated satellite website, then the URL for the local office location will appear (for example, www.dallaswaterdamagerestoration.com for Wylie, Texas)

7. "Callouts"

Callouts on the landing page have small excerpts of text, along with a related photo and a button; they can help steer visitors to other areas on the website, such as Butler Restoration's roofing and plumbing services (which can lead to water damage restoration referrals).

8. Contact Information

The bottom of each page can list contact information for Butler Restoration's main office, in addition to credit card icons, professional association logos and/or social media icons (Facebook, Twitter, YouTube etc.)

9. Bottom Navigation

The bottom navigation allows visitors to go to other pages of the website without having to scroll back up the page.

10. Static Image

Each interior page will have a static image that relates to the page topic (water damage, roofing, plumbing, etc.)

11. Content Area

The content area will have different layouts for variety and to help reduce scrolling (It's recommended that the rest of the layout, save for the static header image, should be consistent to avoid confusing visitors).

12. Space for Widgets

The space under the Location Finder can be used to place widgets, call to actions, etc. – may increase scrolling when the Restoration Services list is in the sidebar.

13. Mini-Widgets (Optional)

In addition to the Search Feature, websites also include the following mini widgets (seen on <http://lombardolawoffice1.com/index.html>)

- Print - visitors can print the text content on the page; the layout will be optimized for print – no animation, background colors, etc.
- Send to Friend – visitors can email a link to the page to a friend and/or themselves
- Facebook Like - visitors can like the flagship website and have the URL appear on their Facebook wall if they have an account (blocked on AT&T's proxy server)
- Send to Phone – visitors can have contact information for the main Butler Restoration office sent to their mobile phone
- Twitter - adds Twitter button to your website with the options to show the number of followers, include a default tweet or allow others to follow you on Twitter (Twitter account required)

14. Back to Top Link

Links to the top of the page (good usability feature for very long pages)

Wireframe Set #1 – With Drop-Down Menu on All Pages

Contents:

1. Landing Page

This page has the restoration services as buttons under the animation instead of the left sidebar. Clicking on the Restoration Services link will show the drop-down functionality.

2. Landing Page with Drop-Down Menu under Restoration Services

3. Restoration Services Page

This page has the restoration services as anchor links in the content area in addition to the drop-down menu.

4. Plumbing Services Page

5. Roofing Services Page

6. Reconstruction Services Page

7. Location Finder Page

This page will have the location finder functionality described earlier, but in the content area instead of the sidebar. Clicking on the City Name drop-down under the text “Select a city below to find your local office!” will show the result.

The rest of the page will list all 10 Butler Restoration offices, a Bing map for each office (visitors can click on these to view a larger Bing map); and all cities served by each office, along with orbital websites for those cities. In addition, the Bing maps can have up to pins for each city served by their office (up to 25 per map, or a grand total of 250).

8. Contact Us Page

This will be a general contact us page for Butler Restoration’s flagship website; all responses can be sent to info@butlerrestoration.com. However, it can also be used to request emergency services.

Wireframe Set #2 – With Left Sidebar Menu on All Pages

Contents:

1. Landing Page

This page has the restoration services as buttons in the left sidebar. Under the Location Finder section, clicking on the City Name drop-down under the text “Select a city below to find your local office!” will show how the result.

2. Restoration Services Page

3. Plumbing Services Page

4. Roofing Services Page

5. Reconstruction Services Page

6. Location Finder Page

7. Contact Us Page